

51852 6589

SA

Elton Adam did you
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me



Rory J. O'Rourke
Regional Operations Manager

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August 13, 1997

To: Nick Kuruc	Jim Morris
George Moulton	Boston ROU
Lanny Wolfe	Philadelphia ROU
Audrey Evanchik	Buffalo ROU
Jim Mallardi	Pittsburgh ROU
Frank Perez	
Art Groll	

Re: Salem Repositioning Meeting - Direct Accounts
September 9, 1997

Dear Ladies and Gentleman:

Salem will be testing a complete repositioning of the Salem Brand Family in New York City and Long Island during the 4th quarter. Salem Brand Management will present the repositioning strategy for direct accounts on September 9, 1997 at the New York Metro ROU starting at 9:00 AM.

All managers calling on direct accounts that will be shipping into the test area are invited to attend this meeting. It might be especially important for managers outside the New York Metro Region to attend since their accounts will be required to carry dual inventory of all Salem products.

The test area includes the 5 boroughs of New York City (Manhattan, Brooklyn, Queens, Bronx, Staten Island) as well as the two counties on Long Island (Nassau, Suffolk). There will be 4 new Box styles introduced: Full Flavor 85 Slide Box, Lights 85 Slide Box, Full Flavor 100 Box and Lights 100 Box. Salem Gold and Custom Case will be discontinued.

The attached spreadsheet lists all direct accounts servicing retail calls in the test area according to SIS.

For those of you needing overnight accommodations for Monday night September 8th, the Crown Plaza (908-225-8300) is right in our office park.

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I would appreciate it if the managers outside the region would inform me who will be attending the meeting. If you have any questions, please give me a call.

Sincerely,

Rory O'Rourke

CC:	Mark Young	Don Fitzgerald
	Rich Kane	Jack Kerigan
	Jay Loftin	Floyd Cook
	Bill Roth	
	Peter Schmidt	

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Direct

Division	Wholesaler	Acct #	Bonded Whse	Total Retailers	Retailers In Test	% In Test Area	Region	RJR Contact
1128	JOS H STOMEL & SON	675356	033	782	9	1%	11	0
1131	BOZZUTOS	069780	051	137	13	9%	11	
221	EMPIRE CANDY & TOB.	181760	051	382	10	3%	12	MALLARDI
1222	ATLANTIC TOBACCO	271095	051	79	2	3%	12	MALLARDI
1222	STAN LOU	612990	051	409	39	10%	12	MALLARDI
1222	WESTCHESTER CAND	769601	051	276	9	3%	12	MALLARDI
1222	CITY LINE C & T CORP	786536	051	135	19	14%	12	MALLARDI
1223	MAURO PENNISI INC.	494560	051	206	206	100%	12	PEREZ
1223	HAROLD LEVINSON	550558	051	3243	2487	77%	12	MOULTON
1223	US COAST GUARD	566649	051	2	1	50%	12	
1223	JOSEPH H STOMEL &	675352	051	958	772	81%	12	MOULTON
1224	AMSTERDAM TOBACC	015240	051	125	125	100%	12	GROLL
1224	MANDEL TOBACCO CO	396840	051	124	124	100%	12	GROLL
1225	BORO PARK TOBACCO	065760	051	62	62	100%	12	MANEY
1225	BOROUGH HALL OXFO	065880	051	294	294	100%	12	MANEY
1225	MORRIS BROWN TOBA	077040	051	81	81	100%	12	GROLL
1225	JETRO CASH & CARRY	313760	051	208	208	100%	12	Krivoshay
1225	A E MANCINI TOB CO	396720	051	16	16	100%	12	MANEY
1225	JETRO CASH & CARRY	406920	051	248	248	100%	12	Colclough
1225	SUNRISE CDY. & TOB.	624300	051	213	213	100%	12	PEREZ
1225	GLOBE WHOLESALE T	745198	051	674	674	100%	12	GROLL
1226	CONSOL SIMON DIST	347392	065	305	53	17%	12	EVANCHIK
1226	RICHMOND WHOLESA	540710	065	113	113	100%	12	GROLL
1226	SOUTH BEACH NOVEL	602280	065	202	202	100%	12	WOLFE(MITCHELL)
1229	ANDY'S TOB. & CDY.	016290	051	255	187	73%	12	MALLARDI
1229	CENTER CANDY	101250	051	427	427	100%	12	PEREZ
1229	POST EXCH 304-4608	294134	051	2	1	50%	12	
1229	KOGER CO INC	340350	051	46	46	100%	12	MALLARDI
1229	T & R TOBACCO INC.	375461	051	372	184	49%	12	MALLARDI
1229	S/A CIGARETTE CO.	405825	051	116	116	100%	12	PEREZ
1229	JETRO CASH AND CAR	511531	051	144	144	100%	12	Cruz
1229	QUEENS TOBACCO &	522100	051	121	121	100%	12	PEREZ
1229	DUANE READE	543008	051	61	61	100%	12	MOULTON
1229	GUTLOVE & SHIRVINT	558933	051	512	224	44%	12	PEREZ
1229	COSTCO 310	590927	051	12	12	100%	12	
1229	TIGER TOBACCO INC.	611815	051	184	184	100%	12	PEREZ
1229	BONANZA TOO L.L.C.	705237	051	27	27	100%	12	PEREZ
1229	MERCHANT MARINE	966220	051	2	1	50%	12	
1330	MIDDLESEX TOBACCO	423360	065	1119	66	6%	13	WOLFE
1330	WAKEFERN FOOD CO	425769	065	178	8	4%	13	KURUC
1330	PLAINBRIDGE, INC.	652359	065	137	45	33%	13	
1330	TWIN COUNTY GROC	654180	065	58	12	21%	13	KURUC
1334	MARK STEVEN, INC.	189841	065	529	68	13%	13	
1334	CONSOLIDATED PROD	668723	065	351	18	5%	13	
1340	JOSEPH H STOMEL SO	619440	065	618	3	0%	13	0
1622	PETER DAY WHLSE IN	177968	007	117	4	3%	16	S. Shoff
1622	MC LANE-NORTHEAST	375878	049	2052	58	3%	16	S. Schreim
1622	RITE AID WAREHOUSE	543630	049	501	77	15%	16	N/A 0
1622	KLEIN CANDY COMPA	761406	011	482	25	5%	16	J. Nelson
1626	M ATTEA & SONS INC	026040	048	91	2	2%	16	C. Alexander
1626	TRIPIFOODS INC.	649920	048	1214	52	4%	16	R. D. S. G. J. S.
1638	C&S GROCERS	086870	007	157	19	12%	16	0
1738	RESCO DIST. CTR #4	538320	048	546	39	7%	17	0

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To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 8/15/97 9:34
Opened: 8/18/97 9:34
Subject: RESEND - SALEM REPOSITIONING

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